



Europe And America Poised For Growth in a Challenging Economy

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“Trade and The TransAtlantic Relationship – Is There a Crisis?”

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Agenda

- **The European Union**
- **The United States Trade Policy**
- **EU-US Relations**
- **European Marketplace For American Business Opportunities**
 - Information & Communication Technologies (ICT)
 - Clean Technology (CleanTec)
 - Agricultural Technology (AgraTec)
- **Success Story – The Only EU Economy To Have Escaped The Recession In 2009 Is Poland**
- **Global Competitiveness – An Audience Quiz**
- **Questions & Answers**
- **Contact Information**

The European Union



Europäische Gemeinschaften. Panorama der europäischen Union. 2009, p. 15.
http://ec.europa.eu/publications/booklets/eu_glance/79/de.pdf

- **25 March 1957:**
The Treaty establishing the **European Economic Community** (EEC) was signed in Rome (entered into force on 1 January 1958).
- **7 February 1992:**
The Treaty on **European Union** was signed in Maastricht on (entered into force on 1 November 1993).
- **20 October 2010:**
27 countries operating as EU trading partners with the U.S.

Source: European Union,
http://europa.eu/abc/treaties/index_en.htm

The United States Trade Policy

- US relations with the European Union
- The new Export Promotion Cabinet and the National Export Initiative (NEI)
- Small Business Jobs Act of 2010
- EU-US Summit in Lisbon (20 Nov 2010)

EU-US Relations

1953:

Initiation of diplomatic relations

1954:

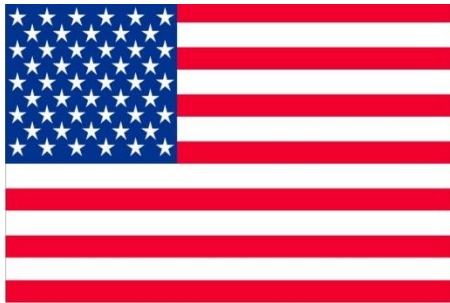
Delegation of the European Commission to the U.S. in Washington

1961:

United States Mission to the European Union

1990:

TransAtlantic Declaration to formalize the relations



159.8 billion USD (2009)

Trade in Goods

204.4 billion USD (2009)

50.5 billion USD (2008)

Foreign Direct Investment

121.4 billion USD (2008)



Source:

European Commission 09 / 08 / 2010

http://useu.usmission.gov/transatlantic_relations.html

European Market Place For American Business Opportunities

- Information & Communication Technologies (ICT)
- Clean Technology (CleanTec)
- Agricultural Technology (AgraTec)
- Other Growth Markets

Success Story – The Only EU Economy To Have Escaped The Recession In 2009 Is Poland



- Polish exports up by 20.6%, imports by 19.8% - Trade & Investment Section Washington DC

Source:

Polish Embassy in Washington, 10/13/2010 :

<http://www.washington.trade.gov.pl/en/aktualnosci/article/a,11849,.html>

- GDP is expected to accelerate to 3.4% in 2010

Source:

Polish Information And Foreign Investment Agency, Issue 194, 09/30/2010 :

Global Competitiveness – An Audience Quiz

Taking the top spot in the Index for the second straight year was:

- a. China
- b. The United States
- c. Singapore
- d. Switzerland

Source: World Economic Forum, CFO, September 2010

Global Competitiveness – An Audience Quiz

Number of countries in the European Union that made the Top 10 this year:

- a. Two
- b. Three
- c. Four
- d. Five

Sweden
Germany
Finland
Netherlands
Denmark
→ US is # 4

Global Competitiveness – An Audience Quiz

Of the 12 “pillars” used to evaluate competitiveness, the United States fared the most poorly on:

- a. Infrastructure
- b. Macroeconomic environment
- c. Health and primary education
- d. Labor-market efficiency

Global Competitiveness – An Audience Quiz

By contrast, the United States ranked # 1 in which 2 of the following 4:

- a. Market size
- b. Higher education and training
- c. Technological readiness and training
- d. Innovation

Global Competitiveness – An Audience Quiz

Asked to choose from a list of 15 factors that make doing business in their country problematic, U.S. respondents chose as the most troublesome factor:

- a. Tax rates
- b. Access to financing
- c. Inefficient government bureaucracy
- d. Tax regulations



Source: World Economic Forum, CFO, September 2010

Access to financing ...



Source:
The Wall Street Journal, week 41, 2010

Questions and Answers



Contact

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